this law is a must due to too many companies cold calling for business. if only two companies in the u.s. decide to call your number each day that would amount to 730 needless calls per year times the amount of households they call each day which would put this number in the millions of calls. is there really a need for this ? this law stops the calls for people who do not wish to recieve them. its clearly a matter of a way to stop the harrassment. there is a definite need for this protection and furthermore is a way for companies not to waste employee time on the phone with uninterested consumers.